



# The STORAGRAM

*Published in the interests  
of the employees of  
KAUFMANN'S  
"The Big Store"*

Volume 1—No. 10

August, 1920

"Go forth under  
the open sky, and  
list' to Nature's  
teachings."

—Bryant



# A Sound American Creed

By FOREST J. DRYDEN

in Leslie's Weekly

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*We believe* in the preservation of American institutions as defined by the Founders of this Republic.

*We believe* that the privileges of American citizenship carry with them corresponding responsibilities.

*We believe* that all who enjoy the privileges must share the responsibilities.

*We believe* that the rule of the majority established through representative government is best for all concerned.

*We believe* that every man is entitled to life, liberty and the pursuit of happiness.

*We believe* that every man is entitled to religious freedom.

*We believe* that universal education is the cornerstone of progress.

*We believe* in equality of opportunity for every man to improve his position in life according to his ability and willingness to work.

*We believe* in the largest measure of individual liberty in all things consistent with the general welfare.

*We believe* that patriotism is a continuing obligation.

*We believe* that these self-evident facts demand and should receive from every man in America

*Obedience to Law*

*Respect for the Rights of Others*

*Loyal Support of Our Government*

*and Its Institutions.*



VOLUME I  
No. 10

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# *The* STORAGRAM

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MR. M. E. LAUTMAN,

## THE FAR EAST.

The Big Store for several years has been taking a leading part with other large commercial establishments in America, in the development of trade relations between America and the Orient. It's a matter of bringing the East and West together in a business way at least, even if, as Kipling says, "East is East and West is West, and never the twain shall meet." So provincial have we been in America, or perhaps so much accustomed to thinking of Europe—if we thought outside our own boundaries at all, that we are obliged to make an effort to think of the Orient, especially if it is a matter of business between ourselves and the Far East. Oh yes, we may recall that curious trinkets are brought from the East, but seldom do we recognize the large com-

mercial possibilities that lie in this vast region of dense populations. Great quantities of merchandise, most of it very practical and useful, are coming across the Pacific; and we welcome this new source of supply, especially now that Europe's exports are still limited on account of the Great War.

Rugs, carpets, mattings, furniture, brushes, baskets, sandals, men's furnishings, toys, negligees, linens, jewelry, silks, bric-a-brac, china-ware, and sundry specialties—these are most of the lines covered in our Oriental lists.

Mr. Lautman is The Big Store's specialist in Oriental merchandise, his latest trip, just ended, being the third in that quarter of the globe. While he is gone on these extended journeys, the buyers in his special



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group of departments go right on with business in Ribbons, Neckwear, Laces, Notions, Handkerchiefs, etc., their chief having long ago trained them to "carry on" in his absence, as well as in his presence.

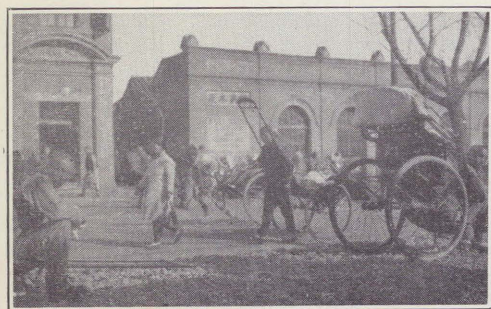
Leaving The Big Store just before Christmas, Mr. Lautman headed for the Golden Gate of the Pacific, thence sailing directly to Japan. During this trip he visited Japan, Korea, China, India, and the Philippines in turn. Now and then he met representatives of other leading American



Mr. Lautman with Japanese Merchants.

stores, all eager to get hold of the goods that the Orient is rapidly producing for the markets of the world.

In searching for merchandise that is different from that commonly brought over by the average importer, it is necessary to go into the interior of the various oriental countries. This gives opportunity to see just how the natives really live, and it presents an entirely different aspect from that by which the average tourist is impressed. Ordinarily, when tourists visit Japan and



The Famous "Rickshas" of Japan.

China, they are shown certain cities or parts of cities and towns that are kept up for tourists' inspection, and do not reveal the mode of living or customs of the nation.

Kaufmann's, "The Big Store," has an excellent organization in the Orient, with offices in Yokohama and Kobe in Japan; as



Shop in Seoul, famous for its Chests.

well as in Shanghai, Canton, Honkong, Peking, and Tientsin in China; and Seoul in Korea. It is from these points that we reach the interior producing cities surrounding our various offices. In this way we are in a better position to secure merchandise from all parts of the Orient, than if we were to depend upon the big city markets alone. In search of merchandise,



250,000 People Live in these Boats in Canton.

Mr. Lautman visited Yokohama, Nagoya, Kyoto, Shizoku, Isaiawaken, Kanawaga, Nikko, Osaka, Osakafu, Sakei, Okayama, Otsu, Tokio, Tokiofu, Tagima, Nagasaki, and many other Japanese cities.

In Japan there are several European hotels which are large commercial centers. In these hotels food is prepared similar to our own. When one gets into the interior, one has to put up with Japanese hotels which try to serve European food prepared in Japanese fashion, with discouraging results.

The Japanese are very courteous and are, in many instances, oppressive in their at-



tentions. Every civility is shown to stranger guests to make them feel at home, and buyers seem to be especially patronized.

The Japanese have taken a very kindly attitude toward American moving-pictures, and a few theatres run by Japanese are showing American pictures. These pictures run a little slower than our own, and as they are shown, they are interpreted by word of mouth in Japanese. The theatres that present shows with Japanese castes usually begin about three or four in the afternoon and continue until twelve or one in the morning; and it is customary for the audience to either bring their lunch or to



Another Mode of Travel in the Orient.

have it served to them at their seats in the theatre.

Japanese business men are fast adopting the foreign mode of dress. This has been more noticeable on each of Mr. Lautman's three trips. Japanese business men as well as the public in general favor, as diversions, dinners given in the Tea Houses. At these dinners they are entertained by Geisha girls who dance to music sounding very wierd to "foreign" ears, but considered most at-



Merchants with whom we deal in China.

tractive by the natives. The music is produced on two instruments, one a string-like affair and the other similar to a drum.

Two and a half months were spent in Japan by Mr. Lautman; and goods were purchased far in excess of purchases on previous trips. From Japan he crossed over to the continent, heading for Muckden on the Trans-Siberian railroad. Here he



Chinese Market Place, Mukden, Manchuria.

found a medley of Chinese, Japanese, Koreans, and other Orientals. Passing from Muckden, he proceeded to Peking, the capital, noted for its ancient palace grounds, formerly occupied by the emperors. This city is not a particularly good trading center, except for curios. The Chinese are a very interesting people and have a very strong feeling of friendship for Americans. In spite of their internal troubles, they show evidences of development in modern ways.



Means of Transportation to the Interior of China.

From Peking our traveler went to Tientsin which is fast becoming an important commercial centre for Northern China. Here are manufactured the famous Tientsin and other Chinese rugs. This city is also noted for exporting wool, hides and furs in large quantities.

The next important stop in China was at Shanghai. This is an international city,



every nation having its own "Concession" surrounding its own post-office and other public offices. Shanghai is known as the Paris of the Far East. After spending some time here, Mr. Lautman went to the island city of Hong-Kong, really a British colony inside a Chinese Republic. This city is to Southern what Shanghai is to Northern China, it being the only European city in Southern China, and controlling all shipments from Canton and other large cities of the South.

China, with her 400,000,000 population, is fast becoming an important factor in the world's trade, both in import and export lines; and goods of Chinese make are coming, more than ever before, into the common markets of Europe and America.

From China Mr. Lautman went to the Philippines and thence to India. The sight of things American in the Philippines was particularly gratifying after so much of Japan, Korea, and China.

Although it must be admitted that a buying trip to the Orient is anything but as agreeable as a buying trip to New York or to Europe, yet Mr. Lautman comes back looking better than when he went away; and he speaks very hopefully of the industrial and commercial possibilities of the Eastern countries.

### GARAGE BACKFIRE.

Ed Kaylor invested in a Haynes the other day. I don't know much about motor cars, but I do know that Ed's car is the easiest car to be pushed down-hill that I have ever met—especially on a rainy night.

George Zeigler spent a few days in Cleveland recently, digging up White parts. He reports that he will not go on a similar errand again unless the firm sends a big magnet along.

Anyone that needs a good man to send after Pierce touring-car parts, get in touch with Counahan. "Hooligan" doesn't ever miss 'em.

Greased lightning! The best illustration of this expression is the sight of Mr. Freeman racing Zeigler 'round the block for materials.

Mr. Lots started to wash down the outside of the warehouse the other day. After he got through, the garage office looked like the battle of the Marne.

"Dad" Leese is in the market for a good bird cage. Apply Transmission Corner any whistling day. Likewise, bids for armour plate against wild riveting will be considered.

Newmeyer forgot which was his hand and which the bolt the other day. As a result, he has a bunged-up hand.

Oh, Kelly, who ever heard of the marines?

Mr. Thomas Haslett, Esq., represented the Garage at the Anniversary Ball.

Our happy family—"Dad" Krause and the woodworkers.

Messrs. Counahan, Robinson, Haslett and Newmeyer, our Pierce gang, paid Mike Fagan a sociable visit the other day. We hear that Mike has advertised for a good machine gun.

Sam Swindell wants somebody to invent a tobacco pouch that can't be opened, and Mr. Freeman is figuring on some way of keeping Zeigler and Freund from his cigarettes.

Mr. Freeman collected a few gray hairs in Cleveland, too, when he visited the White factory.

"Dad" Thierhoff fell heir to a nice roll of money a short time ago. Congratulations, Dad. "Them as has, gits."

Mr. H. Gebhardt has taken charge of our Paint Shop, and is showing Pittsburgh how a truck should be painted.

The Siamese twins—Kelm and Swindell indulging in a tire discussion.

Our Pittsburgh idea of the Statue of Liberty—Sam Swindell and his little old search-light.

Now that we have a band-saw, our woodworkers Molena and Ruffing will soon put in house charges for extra fingers and hands.

Our bright and smillin' typist, Miss Priscilla Allison—meet the lady, gentlemen.

The night force—"by their works are they known," and its good work; Dad Wise, foreman; Seidel, mechanic; Yeckel and Haas, helpers; Nee, Henning and Pfister, greasers; Malloy and Donovan, washers.

### Guilty!

"Have some aigs dis mornin', jedge?" asked the waiter.

"Not this morning, Sam," replied the man of the bench, adjusting his spectacles preparatory to distinguishing the name of some dish on the menu from the fly specks.

"Ever try enny of our fresh boiled aigs, jedge?"

"Yes, indeed, Sam; and found 'em guilty."



## NOTES AND PERSONALS.

Cupid made another hit in the Veiling Department when he put that sparkler on Nellie Wright's finger. She is now known as Mrs. Ray Henricks.

Miss Josephine Shimick, of the Infants' Hat and Coat Department, approached a customer who desired to purchase a hat. Upon inquiring as to the head size of the child, the customer replied that she did not know. Then Miss Shimick asked the age of the child. "I don't know that either," replied the customer, "but she wears a 5½ shoe."

Miss Ida Weyman, of H. Infants, has just returned from a buying trip to New York.

The girls of H. Infants presented Mrs. William Davis, formerly Miss Sarah Goldstein, with a beautiful silk comfort.

Mr. S. Abbott, of the Merchandise Office, has just returned from a visit to Sanbournville, N. H.

Miss Mary Ricketts has entered Mr. Burton's office where she will do stenographic work.

Miss Delia Flannery, from Mr. Abbott's office, won a beautiful diamond ring in the Beaver Falls Popularity Contest. The ring signifies that she is the most popular girl in Beaver Falls. Congratulations, Miss Flannery, we are all proud of you. Miss Flannery will spend her vacation in Atlantic City, N. J.

Miss Mary O'Donnell, of the Sign Writing Department, left Saturday, July 17, for a visit to various Ohio cities.

Miss Mary Adler, of the Advertising Department, will spend the last two weeks of August in Atlantic City.

Mrs. Charles Cashdollar, of the Advertising Department, left Saturday, July 24th, for a visit to Wildwood, N. J.

Miss Margaret Stumpf has returned to the Advertising Office after an absence of two weeks.

Miss Cele Cohen, of the Mail Order Department, will spend her vacation in Columbus and Akron, Ohio.

Ethel Clinto, of the Mail Order Department, will spend seven weeks in Topeka, Kan.

Miss Hilda Dwyer, of the Main Office, left Wednesday, July 14th, for a visit to Wildwood, N. J.

The General Office wishes to announce the marriage of two of their former employees—Jeannette Marsh to Lloyd John-

son, on June 16th, and Rose Lepidus to Benjamin Abramson, on May 5th.

Miss Dora Wenzel, of the Ninth Floor Receiving Room, came in to work one morning about twelve o'clock very much excited. She asked Mr. Flynn if she could go home to tend to some important business. The following morning she appeared on the scene as Mrs. William Reichard. We all wish her much happiness.

Miss Rose Biresford, one of our Ninth Floor sponsors, is spending her vacation at Cedar Point.

Miss Ruth Hyland, of the Ninth Floor, returned from a picnic at Kennywood with a sparkler on her finger.

Mr. H. J. Miller, assistant manager of the Picture Department, left Saturday, July 17th, for a visit to his home in Boston.

Mrs. D. Cameron, of the Picture Department, was absent for a week in July on account of illness.

Miss Katherine Herforth, of the Picture Department, will leave the second week in August to spend her vacation at Overlook Beach.

Miss Etta Lieber, of the General Office, will spend her vacation in Atlantic City.

Miss Betty Douglas, teacher of knitting and crocheting in O-Arts, is spending her vacation with her relatives in Ireland.

Miss Loretta Firle, of Men's Furnishings, was the lucky winner of a beautiful fifty dollar silk comfort, for the sum of ten cents. Loretta is now waiting for her bonus so that she can hire a taxi to bring home her prize. It'll fill up a considerable chink in your hope-chest, Loretta.

Bill Hayward, a summer addition to the Men's Furnishing Department, is a genuine Peck's Bad Boy, a perfect Harry Lauder, a Song Bird, and most everything connected with nonsense. Bill acted as floorman, July 8th, in the Auditorium, and was much amused by Polly (the parrot).

LOST: By Anna Holcomb; two rings, in the Basement lavatory. Finder please return them to her through the Storamgram, or bring them to the Handkerchief Counter in the Men's Furnishing Department.

Rose Kanerach, of Men's Furnishings, spent her vacation in Cleveland, Ohio, and Mt. Clemens, Mich.



Jean Benine spent her vacation in camp at Oakmont, and returned a much sun-burned lass.

Bessie Smort is touring through the East, making stops at Reading, Philadelphia and Atlantic City. Bessie took a thermos bottle with her. Camouflage?

Miss Kuhlman, buyer in the Leather Goods Department, has made her second trip to New York since her connection with The Big Store.

Lawrence O'Connell, the once famous Chieftain of the Men's Handkerchief counter, who has bravely approached the stage of the Clergy, "whence no man returneth," visited the department recently. You are always a welcome visitor here, Lawrence, and we all wish you lots of success.

Department U. wishes to express its sympathy to Mrs. Friedel on the loss of her father.

Girls of the Drapery Department congratulate Miss Duff on the promotion from sales to head of stock.

Mr. Lemuels, of the Furniture Department, has left The Big Store to make his home in Los Angeles, Cal.

Miss Stella Weber, of the Furniture Department, spent her vacation in Atlantic City.

Mrs. O. W. McClain, better known as our Miss Toler, of the Furniture B. of I., with her husband, Mr. McClain, of the Furniture Department, have returned home from a trip to the mountains.

Mr. Gary, of the Furniture Department, won three prizes for selling the most merchandise in his department during the Anniversary Sale.

Mr. Breckenfelder, Manager of the Club Credit Department, has returned from a ten-day trip to Chicago.

After an absence of six months, Mr. Edward Charles, of B. of I., has returned to work.

Mr. Jacob Fisher, of B. of I., is seriously ill with pneumonia. We all wish him a speedy recovery.

Miss Caroline Laubel, of B. of I., spent her vacation in Atlantic City.

Mr. Frank Shermer, of B. of I., is hunting a house. Sounds interesting. When's it coming off, Frank?

Mr. Emmanuel Amdur, of Harvard Law School, will return to his university in the Fall, after having spent the summer months in the Credit Office.

The China Department extend their deepest sympathy to Miss Eckart, of the

Cut Glass Department, on the death of her mother.

Mr. Gorman, of the China Department, spent his vacation motoring through the Eastern States, and expects to spend some time in Atlantic City.

From all indications, Miss Flocker will be the next bride from Department X. It will be an early Fall wedding.

Mr. Kypta, of Department X., is a lucky fellow. He carries a horse-shoe right with him when he draws a card from the Baseball Pool.

Miss Lola Larden, of X. Lamps, who recently returned from Florida, is spending her vacation in Tarentum.

Mr. Zugenheim, from the China stock-room, has just returned from a trip to New York. We all know that he enjoyed himself, as he always says it's the only place.

Miss Joyce, of the China Department, spent her vacation with relatives in Carnegie.

Miss Carol Howard, our popular artist in the Advertising Department, left Saturday, July 17th, for a trip to Reading, Philadelphia, and Atlantic City.

Lee Reishel, of Men's Clothing, is the proud father of a new baby girl. Too bad it wasn't a boy. The Men's Clothing Department needs the business.

Lewis Kenner, of the Overalls Department, reports a fine time on his Atlantic City vacation.

Sol Hersh, of Men's Clothing, always waits for a B. & O. excursion to Atlantic City; and his faithful box of Pittsburgh Stogies never fails to accompany him, though so far as we know, he gets no rake-off from the stogie-makers for advertising.

Ben Jacobs, of Men's Clothing, would appreciate a good recipe on How to Cook a Tongue.

Peace will reign supreme in Men's Clothing Department when "Barney" goes on his vacation. Barney is a lightweight in avoirdupois, but he makes a big bunch of clothing salesmen hustle.

It's the busy season in Auto Supplies. Blow-outs, rim-cuts, sparkless spark-plugs, and all kinds of Ford troubles are the regular line of talk that keeps the fellows on the floor at it.

The Pittsburgh Railways Company has decided that all motormen shall wear overalls, such as are worn by the railroad operators, and the Overall Department



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of The Big Store has the contract to furnish these garments, two pairs per man, or three thousand pairs to start with.

Manager Hoerster, of the Employees' Dining Room, has been ill at home for some time, and he has our sympathy, particularly in view of the fact that his wife and children have been suffering, but are slowly recovering, from injuries received in an auto accident on July Fourth. We trust that all will be well soon, and that Mr. Hoerster may return ere long to his accustomed place in the Dining Room. Later, we learn that Mr. Hoerster is obliged to spend some time in the hospital.

Manager L. Swartz tries to dig up an alibi on the report of his recent speeding contest on the Boulevard, between his big car and a Ford driven by a negro, and a subsequent appearance before the magistrate; but the joke seems to be on our good friend Swartz, anyway.

Mrs. Fred Katz, of the Statistical Office, is at the Allegheny General Hospital, where she underwent an operation for appendicitis. We all wish her a speedy recovery.

Anna Gilligan, of the Statistical Office, spent her vacation in Cleveland and Detroit. Poor "Gill" might have had a wonderful vacation if she hadn't spent her time worrying about the freckles she was going to bring back.

Elsie and Marie Flynn, of the General Office, have returned from a visit to Atlantic City.

Mr. A. Aaron, of the Piano Department, has returned from a trip to the Bermudas, where he spent his vacation with his wife and daughter.

Mr. and Mrs. Walrath, of the Boys' Clothing and Victrola Departments, respectively, spent their vacation at Wellington, Ohio.

Now, everybody knows "Max" Odenheimer, manager of the Ladies' Alteration Department, Eighth Floor. Max is a brave man. Just recently he gave a demonstration of his courage by bidding farewell to his wife and little daughter and watching them set sail for a four months' visit to her folks across the pond. Max is just naturally jolly, too; and it stands him in good stead now. He says he can make his own breakfast, and the rest of the eats can easily be obtained some place. Meantime the busy round of work goes on in the Alteration Department, and the

months will soon roll around to the return voyage.

Oh, by the way, I think Mr. Eback will soon need a new helper on repair slips. Mr. Dan Eckert's getting rather serious, and the lady in question has her order in for a wedding ring already.

Sam Werner, the famous North Side Warehouse hand truck juggler, spent his vacation somewhere last week. The place he mentioned can't be found on the map, but we think it's in the neighborhood of Millvale. Sam takes great delight in fishing. Throwing out his line into what he called Lake Cotit, he thought he had a quick bite and pulled on his line; but somehow the hook got caught in the seat of Sam's trousers. Sam pulled and jerked, but no fish—only a painful prick, and Sam is eating his meals off the mantel-piece this week.

A certain young lady by the name of Lillian Ammon, of the North Side Warehouse, has been on her vacation for a week. We have reasons to doubt that she'll come back again. Just wedding-bells again.

We suppose all the boys will be applying for a new position as book-keeper. All ready? Miss Wall is head book-keeper now.

### MEN'S OUTING.

The Men's Outing, under the auspices of the Service Organization, held Saturday, July 24th, at the Summer Outing Association Camp at Cheswick, Pa., was, like all events of The Big Store, a howling success. Some went out in automobiles and others on the train.

Upon arrival at the camp a very delicious lunch was in waiting, of which each and everyone partook to their heart's content. The afternoon was spent in baseball, tennis, swimming and many other "athletic" events. In the evening a dinner, such as only Mr. Menegke can prepare, was served, and it was thoroughly enjoyed.

The committee who arranged the affair consisted of Mr. J. M. Meyers, Mr. C. J. Hanlan, Mr. Joe Friend, Mr. O. C. Lawler; and they were busy all the time seeing that everybody was happy. Among the executives present were Mr. O. M. Kaufmann, Mr. J. C. Burton and Mr. Sol Abbott. It was a great day made possible by the kindness of our firm in granting the Saturday half holiday.



## THE STORAGRAM

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### VACATION PICTURE DISPLAY

Send in your choice bits of scenery, of river, lake, or sea; or perchance from the mountain or the old farm. Do not hesitate to send the picture just because you are not in it. We like 'em both ways. Summer costume, camping, bathing, or game togs—that's the sort of pictures they should be. We want them for the September Storagram. Just be sure that they are clear and distinct, so that cuts can be made from them.

### THE NEW PRINT SHOP.

The busy hum of the print-shop is heard on the Eighth Floor no longer, a new location having been found for this enterprise in the North Side Warehouse. Here the print-shop will have ample room for expansion, and Printer Ramsey will be taking on a greater variety of work for The Big Store than was possible in the smaller quarters recently vacated.

The new print-shop is located on the Seventh Floor of the big North Side plant, on the Reedsdale Street side. A flat-bed press and a new lay-out of type-setting cases are noticeable additional features of the equipment.

### IN THE SADDLE.

The month of July, spent in the high altitudes of the Rockies, riding all over the famous Yellowstone National Park, lost in a majestic piece of Nature's Great Out-of-Doors, far from the haunts of men and the busy Mart—such was the very recent, unique vacation experience of Mr. and Mrs. Edgar J. Kaufmann and "Edgar Junior." Surely an ideal vacation, and it takes the boy to tell about some of the most thrilling features of the natural wonders to be seen in the greatest of all parks. It goes without saying that all have returned with marked evidence of an invigorating experience such as is hardly possible anywhere else in the world outside the Great Rockies.

### "MUSIC BY HENRY FORD"

For sale—One Ford car with piston rings; two rear wheels, one front spring. Has no fenders, seat or plank; burns lots of gas. Hard to crank. Carburetor busted half way through. Engine missing; hits on two. Three years old; four in the spring. Has shock absorbers and everything. Radiator busted, sure does leak. Differentials dry; you can hear it squeak. Ten spokes missing. Front all bent. Tires blowed out. Ain't worth a cent. Got lots of speed; will run like the deuce; burns either gas or tobacco juice; tires all off; been run on the rim. A mighty good Ford for the shape it's in.—*Clipping.*

### GROCERY DEPARTMENT PICNIC.

On the evening of July 12th, the girls of the Grocery Department held a picnic in the Wissahickon Shelter House in River-view Park. Miss Gilder and Miss Voelker were the most popular people, for they prepared the wonderful food and they really deserve a gold medal. It was surely enjoyed by the hungry girls.

Various games were played throughout the evening, and there was some real excitement, too. Elizabeth Wehmer sprained her ankle and Catherine Benzinger broke her beads.

We believe "Lester" must have searched every shelter house in the Park before he found us. Listen, Lester, we wonder what you had to say to Ethel that was interesting enough to cause you to have your heads together all the way home?

Mr. and Mrs. Engle honored us with their presence and helped to make our outing a huge success.

### Where Cleverness Was Required.

Mrs. De Bohn—"I think Professor Brayney is perfectly charming! He knows so much, and yet in conversation he doesn't make one feel like a fool."

Miss Snippey—"Yes, isn't he clever?"  
—*Life.*



## MISS FLEET'S PICNIC.

Miss Isabella Fleet, of the S. & M. Department, entertained her co-workers, as well as some of the girls from the General Office, with a picnic on her farm in Banks-ville, on July 8th.

A wonderful picnic supper was served, which the girls had prepared in the store; and by the time they arrived at their destination the supper was the most desired feature of the picnic. Well, now, wouldn't you be hungry after traveling from 5:30 to 7:30?

Various games were indulged in, as well as some other out-door sports. Miss Etta Lieber, of the General Office, was the chief entertainer; she sang songs of every description and the girls surely enjoyed them.

At ten o'clock the villain, Mr. Rain, made his appearance, and caused the party to break up. Everyone agreed that the picnic had been wonderful, and the girls wish to thank Miss Fleet for her kindness.

## SHOWER FOR MISS BURNS.

On Thursday evening, July 15, a Miscellaneous Shower was given in honor of Miss Tess Burns, of the Grocery Department. She received many beautiful gifts of every description.

Fun and merriment were two of the most welcome guests and there was an abundance of them throughout the evening. Miss Anna Fay rendered some beautiful vocal selections, and the two children of Mrs. Brown (formerly of the Grocery Department) also performed in that capacity.

Of course it wouldn't have been a party without dancing. The most favored dance was the Paul Jones, and even if the girls did have to take boys' parts, they enjoyed it, as one always does a Paul Jones.

Nearly every member of the Grocery Department was present; and they all felt the same way about the playing of the home waltz: "Put it off till the last minute."

## Defined.

A teacher was reading to her class when she came across the word "unaware." She asked if any one knew the meaning.

One little girl timidly raised her hand and gave the following definition:

"Unaware is what you put on first and take off last."—*New York Christian Work.*

## A MODERN CELLAR.

A cellar in the olden

Made a grand old place for holdin'

Preserves and many other things as such;

But outside of stuff like that,

All it kept was just the cat,

But now it holds much more, O yes, by much.

The thief in those gone ages,

Would creep by easy stages,

Up the stairs to get his precious swag;

But now he just as quickly,

Though not prone to being fickle,

Creeps down the stairs to fill his empty bag.

What with rare old wines and whiskey,

It is surely worth the risk he

Takes in breaking many cellar doors for pelf;

With a quart of good old liquor,

Worth a fortune—say, I think—er—

I will soon be turning burglar man myself.

HARRY BRODY, ADVERTISING.

## YOU TELL 'EMS.

## Original and Otherwise.

You tell 'em, Earl, you can Land 'em.

You tell 'em, Singer Building, you've got the stories.

You tell 'em, Dentist, you've got the pull.

You tell 'em, Shepherd, you can get his goat.

You tell 'em, Ledger, you're well posted.

You tell 'em, Ukelele, you know how to string 'em.

You tell 'em, Gold Fish, you've been around the Globe.

You tell 'em, Pie Face, you've got the crust.

You tell 'em, Mississippi, you've got a big mouth.

You tell 'em, Rouge, my lipstick. (lips stick).

You tell 'em, Spinal Column, you've got the nerve.

You tell 'em, New York, you own The World.

## Escaped His Desserts.

"You say you served in France?" asked the restaurant proprietor, as he sampled the new cook's first soup.

"Yes, sir, officers' cook for two years and wounded twice."

"You're lucky, man. It's a wonder they didn't kill you."—*The American Legion Weekly.*





A WEEK-END EXCURSION TO BEAR RUN CAMP—AT THE SWIMMING POOL

### BEAR RUN CAMP FOR THE BIG STORE GIRLS.

Yes, open and running fine, with Miss McKenzie in charge, as she has been during the last four seasons, and Miss Burdorf as Recreational Leader. We got started a little later than usual, this year; but the girls that have been up report a better time than ever, in terms that leave no room for doubt.

You know all about Bear Run Camp? You don't? Well, we're bound to tell ye. It is located on the B. & O. Railroad, less than twenty miles beyond Connells-ville, and probably four miles this side of Ohio Pyle. It is perhaps the most rugged bit of Nature to be found in the mountains along the Youghiogheny River. It comprises eighteen hundred acres of mountain land, all drained by a wild stream known as Bear Run. The large clubhouse and the half dozen or more individual cottages are on the front of the property, a quarter of an hour's walk from the railroad station. The clubhouse and an annex thereto accommodate about fifty persons at a time. There are tennis-courts, croquet grounds, a bowling alley, a swimming pool, and many varieties of hiking opportunities extending for miles on the property itself, not to mention the roads leading out to the cleared lands of neighboring farmers.

The place was originally established by the Masons, later maintained by the Shriners, and is now in the hands of The Big Store. The Employees Beneficial Association co-operates with the Firm in furnishing this vacation-opportunity for the

girls of the store, at a merely nominal cost. A big truck loaded with provisions went to the camp via Uniontown the morning after it was decided to open the camp, and Miss McKenzie had everything in fine shape for the first campers by Saturday of the same week.

The place really combines the ideas of a camp and summer boarding house all in one. Week-end parties have been up to visit, and other parties are contemplated. There's nothing more invigorating and stimulating out of doors than our own Bear Run Camp. There's still time to register. Go to the Recreation Room and make a reservation. If you desire more information, merely mention your interest in the camp, and someone who has been there will appear to tell you all about the place. Girls returning from camp are unanimous in their enthusiastic report of the wonderful times they have had and in voicing their regret at being obliged to leave. Your attention is particularly called to the fact that the camp will be open the first week of September.

### Cootie Arithmetic.

Maud Ballington Booth told an audience of soldiers and sailors some time ago that while in France she had learned the first principles of "cootie arithmetic." She defined that particular branch of mathematics as:

They add to your troubles.

They subtract from your pleasures.

They divide your attention.

They multiply like hell.

—The Booster.



### MR. MUNDHEIM AND THE BUYERS.

When about a hundred buyers in hundreds of lines of merchandise as found in one big department store get together, it is to say the least a very interesting body of men and women. Every one is more or less jealous of the lines which he or she represents. And then, to recall that these are the people who spend millions of dollars yearly in the markets of the world in order that people in general may satisfy their material needs, is to see these buyers of merchandise not only as dealers in goods and cash, but as actual factors in the material happiness and welfare of their fellow men.

A few days before leaving for Europe, Vice-President Mundheim spoke to the buyers of "The Big Store," first of all with reference to local conditions within the store itself that he hoped to see improved, and then with reference to conditions in the general market. Such keen analysis of business conditions as Mr. Mundheim is capable of always commands rapt attention, but it seemed as if this was his masterpiece. Perhaps the next few months will witness more surprises in the field of prices than any similar period has ever witnessed.

It remains for the buyers in "The Big Store" to exercise more caution and foresight in their purchases than ever before. Not only must producing capacity and market offerings be considered especially carefully now, but also the buying power and the buying disposition of the people. May be the public may curb their own buying so extensively as to actually force prices down to new levels. If people have seemed willing to go along rather uncomplainingly as to prices, this does not argue that they will always do so.

Mr. Mundheim did not pretend to be final in his opinions, his remarks being rather by way of observation and suggestion than as if mathematically proved. Naturally every buyer listened to the remarks of "The Chief" in the light of price conditions in his own particular line of merchandise, and the speaker very generously left open much room for variations and exceptions to his own views.

Mr. Mundheim, accompanied by Mrs. Mundheim, sailed on the *Imperator* on July 15th, to be gone for two months. He will cover the markets of Europe, especially in France, Belgium, Holland, England, Switzerland, Germany, Italy and Austria.

### AUGUST FURNITURE SALE.

Of course, the whole Sixth Floor selling force must be pardoned for their "much speaking," for really their big sales events in February and August respectively are really big. "Oh, yes," they will tell you, "we are doing a good business; but wait until we open up in August, then you'll see furniture move as fast as if all of it were on ball-bearings and especially greased for the occasion."

Seriously, though, there will be showings of the richest furniture ever displayed in Pittsburgh. "Big Ben," that's Mr. B. T. Smith, you know, just lives with the best makers of furniture in the world as the months of his big sales approach.

To listen to the boys up there talk, one would naturally wonder why they do not go into the delivery business themselves, so sure are they that they can sell without limit once we can deliver the goods more rapidly. Oh, it's all right, but enthusiasm in every department such as one finds in the Furniture Department would add greatly to the strain on the big building and dump us all into the street. Now it's August boys; show what really can be done. The week of privilege in July was a wonderful starter, and it is undoubtedly true that this always great sale will far outdo anything that has so far been recorded in previous August sales.

### DEATH OF MR. CHARLES EBACK.

A veteran in the service of The Big Store, and one highly esteemed by many fellow-workers, Mr. Charles Eback passed away on Saturday, July 24th, after a lingering illness of more than a year. Mr. Eback was a cabinet maker and finisher of long standing with the big furniture department, having been with the Kaufmann Company when the cabinet shop was in the old Fourth Street Warehouse, then in the Ferry and Water Streets Warehouse, and lastly in the North Side Warehouse. Until his illness incapacitated him, no one was more diligent and loyal than he. His sons, Edward and Lewis, have also been identified with The Big Store since their boyhood, Edward having risen step by step until he is now the well-known Manager of the North Side establishment. A beautiful floral tribute expressive of the sympathies of the Firm and of the employees was sent to the family of our deceased fellow-worker.



### PERSONNEL DIVISION PICNIC.

A score or more of the employees of the Training, Employment, Welfare and Planning Departments attended a picnic and Boat Excursion on Thursday, July 22nd. The picnic supper, consisting of the kind of food that mother used to make when she couldn't help it, was prepared by Miss Vogel, Mr. Johnson and Mrs. Joe Meyers; and notwithstanding that there were a great many cooks, the broth was not spoiled. The picnic supper was served in the private dining-room under the supervision of Mrs. Joe Meyers. The only fault that could possibly be found with the hand-out eats was that the oversight of the chef in failing to provide forks made it necessary to eat exclusively with knives. Fortunately, however, there were no casualties, it being evident that those present were accustomed to eating with this instrument. Water melon, cheese, pickles, and radishes were all served on the same plate.

Among the invited guests were Mr. and Mrs. Geo. Kerngood, Mr. and Mrs. Joe Meyers, Mr. Max Odenheimer, Mr. Mertz, Mr. Pridday, and Miss Minch. About 7:30 the party adjourned to the good ship "Homer Smith" in Mr. Meyer's "Daisy." Something went wrong with the brakes on "Daisy," and she made a nose dive on to a freight boat bound for Charleston, W. Va. No casualties! After enjoying a bird's-eye view of the city of Pittsburgh from the upper deck from 7:30 until 9:00, and listening to the melodious strains of the steam calliope, the boat started in the cool evening breeze for its lazy drift down the Ohio. By way of diversion the bunch devoured the remaining sandwiches left from their supper, and washed them down with "Orange Delight" supplied by Mr. Kerngood.

At intervals members of the party retired to the "Fox Trot" and "Shimmy" deck of the boat, but did not dance, for the reason that none of the boys asked them to. Mr. Meyers fell asleep on the upper deck and awoke when the boat reached the penitentiary. The band rendered that familiar selection, "Beautiful Ohio." However, the matter of whether or not the Ohio is beautiful is as yet to be decided, as it was so dark the only lights visible were the red light on the port side of the boat and the green light

to starboard.

The boat docked at 11:30, and everyone went home, voting the affair a most enjoyable one so far as anyone was able to make out.

### "TOM, DICK AND HARRY" SALE.

One of the oddest and most striking ads ever put out over the Kaufmann name appeared a little after the middle of July—suits for "Tom, Dick and Harry." Over eight thousand Kuppenheimers were offered to the public at practically one-half their original price. Special provisions were made to permit eager shoppers to get into the store as early as eight o'clock, and every available salesman was taken on for the occasion.

Well, the weather was perfect, and "Tom, Dick and Harry" were on hand in large numbers all day and day after day. The Kuppenheimers melted away like snow in summer, and the prize salesmen of the Second Floor didn't have to coax anybody to buy. One naturally wonders to what extent this cutting of prices in all lines will go, and whether there will be a reaction to higher prices at least, if not back to war-time prices. Certainly in the rivalry of the stores for the eye and ear and pocket-book of the buying public, nothing so far has matched this wonderful offer in Men's Clothing.

It's a real picture to see such a big sale in action. Messrs. Meyers, Bloom and Heckel found out in this sale, if they never had realized it before, what a force of salesmen they have, ready to back them up even in such a stupendous undertaking as this one proved to be. Over eight thousand suits as advertised looked very scarce when the sale was discontinued.

### "Line's Busy!"

In Japan when the subscriber rings up the exchange the operator may be expected to ask:

"What number does the honorable son of the moon and the stars desire?"

"Hohi, two, three."

Silence—then the exchange resumes:

"Will the honorable person graciously forgive the inadequacy of the insignificant service and permit this humble slave of the wire to inform him that the never to be sufficiently censured line is busy."





THE AUDITORIUM SALE IN ORGANDIES AND VOILES

### THE FAMOUS ORGANDY AND VOILE SALE.

Ever since the celebrated Belber Trunk and Suit Case Sale in the Auditorium last Spring, the idea of such sales has been growing in the minds of other manager-buyers; and so this time it was Organdies and Voiles.

Mind you, actually, before it ended, over a hundred thousand yards of beautiful new goods at a price less than half the ordinary price of voiles and organdies! Small wonder that the big Auditorium was packed from early morning till closing time, making this sale a record-breaker in yard goods.

The scene reminded one of an Oriental bazar, the goods all spread out on improvised counters, with clerks and customers crowding around them. It was an animated picture. It required from a score to three score salespersons constantly, not for a few days, but even into the third week. One of the clerks turned in an index of over three hundred dollars, made up of course of many cuttings of a few yards at a time. Enthusiasm ran so high that if one did not know the fastness of the colors, he would have believed the colors were running into one another dry.

If you missed the fun or the advantages of this Auditorium Sale, be sure to

get a look-in on the next one, no matter what merchandise is being offered. The Auditorium Sales idea has proved itself a winner. Besides the interest aroused among the women of the city in this recent sale, it is safe to say that no other single department sale has at any time caused quite so much general interest among the store people themselves.

### MAY BE YOU'LL LAUGH, TOO.

#### Sticking to It.

Behold the porous plaster!

It's only a little thing but before it will give up, a man many times its size has to take off his shirt before he can make it let go.

Behold the automobile tire!

It sticks around and never goes anywhere except on a blow out once in a while.

Behold the flea!

Ask the dog who owns one.

Behold the dress suit!

Guess we'll never be able to shake 'em. Behold the hole in the doughnut!

It remains the center of distraction and you can't swallow it, hide it or give it away.—*Judge.*



## RECENT RIPPLES FROM BEAR RUN CAMP.

There's always something new a-doin' at Bear Run Camp. One of the latest happenings was a Costume Party, in which the following appeared, as indicated: Miss Burdorf, Rough Rider; Hattie Weiland, the Mexican; Clara Pilgrim, Beau Brummel; Rose Schultz, the Pirate; Katherine Wise, the Red Cross Nurse; Mary Bogdanin, the Indian Maid; Alma Weiland, Mrs. Wiggs of the Cabbage Patch; Marie Brittner, Topsy; Ardella Kaiser, Huckleberry Finn; Agnes Kaiser, the Clown; Mary Kaufmann, the Gypsy; Ethel Haber, the Goddess of Liberty; Helen Dwyer, Japanese Lady; Margaret Tinnemeyer, Athletic Girl; Mrs. Echard, Palm Beach Physician; Master Echard, the Lady; Master Leon Echard, the Young Girl.

Freda Behr, Katherine Bippus and Agnes Downey were visitors. "Topsy" and "The Clown" were particularly funny and were responsible for much of the hilarity. Hattie Weiland made a marvelous Mexican, and Alma Weiland was "Mrs. Wiggs" to perfection. Of course there were refreshments, and everybody declared it a huge success.

A much looked-forward-to Wiener Roast had to be held indoors one Saturday evening owing to a sudden shower, but a dance was compensation for the disappointment, the wieners being served afterwards with other refreshments.

The weekly walk to Ohio Pyle is an event that is sure to be recalled the next day—at least by those unaccustomed to hiking—judging from reports of stiffness of the "jints." Mrs. Kaiser, of the Contingent force, leads the girls a merry chase in basket-ball, and, besides, can outwalk most of them. Marshmallow roasts, fudge parties, and picnics into the country via truck are other diversions that help to make the weeks fly all too quickly for The Big Store campers.

## SHOE DEPARTMENT PICNICS.

The Shoe Department decided to take advantage of the first Saturday half holiday and have a picnic. The first question was where to have it? It just happened that Mr. Gordon, one of the salesmen in the Children's Section, belonged to Sable Club Camp, at Oakmont, and he very kindly offered to donate the camp for the joyous occasion. Not only

the camp, but the services of the chef, who, with the assistance of two of our best porters from the first floor, got up the best chicken dinner that ever was. The next thing was how to get there, and when Mr. Oliver Kaufmann found it was impossible to let us have one of the trucks, he volunteered to treat us all to a ride on the train, so we all arrived at Sable Club Camp in the early afternoon.

The chief sport was bathing, and Atlantic City never saw any more up-to-date bathing costumes than appeared on several of our young ladies—not mentioning any names. The somber black and dark blue of the store disappeared and orange and bright blue, green and red took their place. So gorgeous did they appear that campers from the next door camps deserted their everyday neighbors and danced attendance on the Shoe Department girls. Not only did they teach them to swim, but many canoes were brought out, and it took several calls to get them to leave their companions and come to dinner. But when they sat down and began to eat, there were no regrets; for there was nothing missing, from noodle soup to ice cream and cake.

After dinner, there was music and dancing, and while some departed for home on the early evening train, they do say that many lingered until the wee sma' hours, and some even stayed over Sunday. All of which goes to prove that when the Shoe Department has a picnic, nobody wants to quit.

## O. ARTS PICNIC.

It was a queer picnic. The girls in O. Arts were all prepared for an outing in Riverview Park after store hours, recently, but a dismal downpour caused a hasty change of plans. The park shelter house might have been satisfactory, if it could have been reached, but somehow the Eleventh Floor Dining-Room sounded more inviting as evening approached. It was a queer lay-out for our Dining-Room, but the unusual circumstances and the fun connected therewith whetted appetites already keen, and so, midst much hilarity, the eats disappeared with astonishing rapidity. When a bunch like the O. Arts crowd gets together, it's a picnic anywhere—such is the prevailing spirit among this dandy group of Big Store girls.



## VACATIONING.

The custom of summer vacations has almost passed from the field of luxuries to the field of necessities. The American fairly rivals the Englishman at last in this matter of vacations and general recreation. One need only spend an hour or two in the store to be convinced that the vacation habit is all but universal, for everyone will tell of his or her vacation plans. There is no more healthy or wholesome tone in the strenuous life of today than this growing tendency toward health. The vacation types are quite varied, all the way from fishing with a pin-hook to sailing the seas in a liner.

Superintendent Friend of the Basement, remembering a year on the farm some time ago, plans his vacation on a farm near Cambridge Springs. He has visions of harvest, threshing, milking, and the like; and he really acts as if he knows what he is talking about.

Sergeant Mates, buyer of Ladies' Wear in the Basement, expects to spend a week in an Oakmont Camp on the Allegheny. Mates wears his war honors very modestly—fact is, never refers to his thrilling experiences of a couple of years ago.

Mr. Aronson, of the Basement Shoe Department will go to Crystal Beach, just across the lake from Erie. Aronson is young enough yet to develop an entirely new string of fish stories.

Miss Gordon, who speaks seven distinct languages in her varied work as interpreter in the Foreign Department, has in mind to see Chicago during her vacation and might return with another dialect added to her already fine linguistic accomplishments.

Miss Aszak goes to Cambridge Springs and Detroit; Miss Kemjunska to Cleveland; Miss Macchiarioli to Cambridge Springs; Miss Mammula to Cleveland and Detroit. All are of the Foreign Department and yet exceedingly American.

Of the men in the Basement Clothing, Mr. Hohenstein goes to Atlantic City for his two weeks; Mr. Lefridge to Columbus, Ohio; Mr. Patz makes his first trip East, expecting especially to see Chinatown and the Brooklyn Bridge; and Goldstein is back from the Bermudas of Logan Street.

Mr. Joyce, of Basement Furnishings, spends his vacation in Cleveland; and Messrs. Linder, Christopher, and Grove will take their turns at Atlantic City.

Miss Lillian Hayden, of the Jewelry Department, is planning an extensive trip to the Middle West, away out to friends in Iowa.

Mr. Gerlach says he'll match anybody in the store in a fish story contest when he returns from Black Lake, Cheboygan, Michigan; and the handsome jewelryman waxes eloquent over the charms of wild life as he contemplates his vacation.

Mr. Thomas, of the Drug Department, goes for his fifteenth consecutive summer to Pulaski, Pa., a little town that to all appearances must be the Original Bingville.

Miss Rogner, of the Drug Department, who is always enthusiastic for our Bear Run Camp, having spent three seasons there, is planning to go to Detroit this year for her vacation.

Mrs. F. M. Buel, of the Pattern Department, makes her old home in Syracuse, N. Y., her vacation headquarters.

Mr. Arnold, head of stock in Shoes, spends his vacation at Ocean Grove.

When vacation days come around to Mr. Cohen he will leave all his shoes behind him and hie himself away to his family in Atlantic City.

Miss Morris, of the Book Department, expects to spend her vacation visiting her brother in Chicago; and Miss Remark goes to Malvern, Ohio, to visit a sister.

Mr. Epstein, of Men's Furnishings, has planned a swing around the circle for his vacation—Cleveland, Cambridge Springs, Conneaut, New York, and Atlantic City. Why, of course there are to be bonuses next year.

Mr. Hoey, of Men's Hats, expects to see much of New York and Boston during his vacation.

Manager Mitchell, of Men's Furnishings, takes the idea of a vacation very lightly, though Atlantic City will likely see him in a summerish mood when his customary business-like air at last gives way to relaxation.

Mr. Alwes, of the First Floor, will take his wife and daughter for a pleasant jaunt among friends in Harrisburg, Philadelphia, and Baltimore.

Mr. and Mrs. Drake expect to spend a restful and quiet vacation at Point Chautauqua.

Miss Sara Dougherty, of B. Hosiery, expects to spend her vacation and her big bonus on a trip among the Lake Cities.

Miss Malley, of the First Floor Service Desk, will be a country girl in sun-bonnet and calico on a big farm near Ligonier, for two weeks this summer.

Mr. Hamilton, well-known on every floor in "The Big Store," had an early vacation,



he and Mrs. Hamilton having gone to Jefferson, Iowa, to visit Mr. Hamilton's only Uncle, the Rev. Walter Wills, who, by the way, must be an exceedingly interesting personality in his community.

Mr. Gallagher, of Trunks and Suit Cases, hies himself away to his farm near Akron, Ohio.

Mr. Weinthal, of Men's Clothing, goes to Black Lake, Michigan, to fish, of course. Where was there ever another like him? Fisherman ever since his fourth year. Messrs. Filson, Dreyfus, Gerlach, and others are probably worsted when it comes to measuring fishermen's luck with Mr. Weinthal.

Mr. Callaghan, of the Third Floor, spends his vacation with a sister in Welland, Ontario.

Miss Rose Sauer, of Misses' Coats, spends the month of August at Snow Island in Northern Michigan, where her brother has a Summer home.

Mr. Bryden, of the Fourth Floor, goes to Boston for his vacation this year, a visit to an aged father being his main purpose.

Mr. Joe Meyers goes with his family to a cottage on Lake Erie to spend the vacation this year. We all know that there are whales in the lake, Joe; so come back with something new on your string.

Mrs. McCreary, of the Skirt Department, Third Floor, will tour with her father and mother to Baltimore and thence to the old home seat of Betterton, on the Chesapeake Bay, there to spend a quiet vacation.

Superintendent Adlesheim makes his way again to his favorite vacation haunts around Sparrow Lake among the Highlands of Canada, in the Muskoka region. Here's another enthusiastic fisherman who always brings a few home with him as evidence.

Vance—you know Vance of the Auto Supplies, who was with "The Big Store" long before there were any automobiles—well, he motors with his family to Atlantic City for his vacation.

Mr. Engle, of the Grocery Department, goes with Swift's Mission Boys' Brigade as First Lieutenant to Conneaut Lake, for his vacation.

Mr. Liekenbaugh, of the Credit Office, will spend a rugged vacation in Minnesota, incidently looking after his timber lands and casually shooting duck on the Lake of the Woods, the lake of fifteen hundred islands.

Mrs. Keener, of the Corset Department, anticipates a beautiful vacation with her mother in the old home in Alabama.

Mrs. Morton, of the Infants' Department, goes to Boston for her vacation; Mrs. Hale, of O Arts, goes to Detroit, and Mrs. Guggenheim of the Notion Department goes to Saratoga.

Mr. Lawler leaves the varied work of the Superintendent's office for an extended trip through the West, probably going as far as Yellowstone Park. Mrs. Lawler and son accompany him.

### WHY CAMOUFLAGE?

A country girl, with eyes of blue,  
Moved into town as girls will do;  
Her hair, by nature tinted brown,  
Caused envy to the girls in town;  
And on her cheeks the roses grew,  
As on sweet dimpled cheeks they do,  
And country swains had often said,  
Her lips were like a cherry red,  
And lashes shielding sparkling eyes,  
By nature's art need no disguise;  
And still above the curving brow,  
Was right, for nature knows just how.

Now, tell me, tell me, tell me why,  
Kind nature's art can't satisfy?  
Of brown hair she could not be fond,  
Instead of lifeless bleached-out blonde?  
Why should those lashes darkened be,  
When Nature tinted perfectly?  
The curving eyebrows why not save,  
And let the men alone to shave?  
The cherry lips, what cause to taint  
By smearing with a crimson paint?  
And yet again, why paint the rose,  
And powdered white display the nose?  
I think of circus clowns, don't you,  
As she flits up Fifth avenue?

Country maidens in the city,  
Do not imitate, but pity;  
City maidens imitate  
Nature's blessing with their paint.

DR. G. W. NORRIS.

### The Homeless Belgians Have Nothing on Me.

I want a 3- or 4-room modern house, flat, garage, or barn to live in. No objection to living over a hen-house if the roosters are equipped with Maxim silencers. Address N-1.—Want Ad in the *Sioux City Tribune*.



## Whistling Helps

By Adam D. Bowman

When everything seems kind o'dreary,  
And you think there's nothing worth while,  
Just get in the game with a whistle,  
And soon you'll be sprouting a smile.

When trouble looms up in the distance,  
And everything seems to go wrong,  
Just pucker your lips for a whistle,  
And trouble won't trouble you long.

Discouragement may knock at your door,  
And the face of the whole world frown,  
Just chuck all your troubles and whistle,  
You can't keep a whistling man down.

The skies may be gray and unfriendly,  
And sometimes you feel mighty blue;  
Just kick your self-starter and whistle,  
And the world will look brighter to you.

—From Ayres "Side Lights"







## SINCERITY

A man is relieved and gay when he has put his heart into his work and done his best; but what he has said or done otherwise shall give him no peace. No matter what your work is, let it be yours: if you are a tinker or a preacher, blacksmith or president, let what you do be in your bones: and you open a door by which the affluence of heaven and earth shall stream in to you.

—Ralph Waldo Emerson